What is claimed is:

1. A method of decreasing the drowsiness of an individual, comprising the steps of:

removing a towelette from a dispenser, said towelette being impregnated with a stimulating organic substance; and

contacting skin of said individual with said towelette so that an amount of said stimulating organic substance effective to decrease said drowsiness of said individual is transferred from said towelette to said skin of said individual.

2. The method of claim 1, further comprising the steps of:

vaporizing a quantity of said stimulating organic substance transferred from said towelette to said skin of said individual so as to create vapors of said stimulating organic substance; and

said individual breathing in an amount of said vapors of said stimulating organic substance effective to decrease said drowsiness of said individual.

3. The method of claim 1, wherein:

said skin is located on a facial area of said individual.

4. The method of claim 1, wherein:

said dispenser includes a casing which defines a cavity, and

said cavity contains a number of said towelettes.

5. The method of claim 1, wherein:

said stimulating organic substance is dispersed in a pharmaceutically acceptable carrier.

6. The method of claim 5, wherein:

said stimulating organic substance includes a material selected from the group consisting of camphor, methyl salicylate, menthol, and eucalyptol.

7. The method of claim 6, wherein:

a mixture of said stimulating organic substance and said pharmaceutically acceptable carrier contains about 0.01 % to about 11% camphor.

8. The method of claim 6, wherein:

a mixture of said stimulating organic substance and said pharmaceutically acceptable carrier contains about 15% to about 30% methyl salicylate.

9. The method of claim 6, wherein:

a mixture of said stimulating organic substance and said pharmaceutically acceptable carrier contains about 1.0% to about 3.0% menthol.

10. The method of claim 6, wherein:

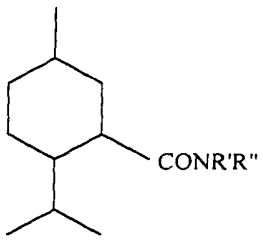
a mixture of said stimulating organic substance and said pharmaceutically acceptable carrier contains about 1.0% to about 3.0% eucalyptol.

11. The method of claim 5, wherein:

said stimulating organic substance includes a material selected from the group consisting of monomenthyl succinate, alkali metal salts of monomenthyl succinate, alkaline earth metal salts of monomenthyl succinate, carboxamides, and ketals.

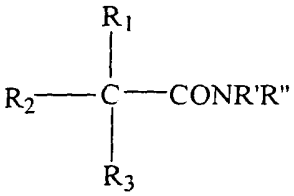
12. The method of claim 11, wherein:

said carboxamide is selected from the group consisting of,



where R', when taken separately, is hydrogen or an aliphatic radical containing up to 25 carbon atoms; R" when taken separately is hydroxy, or an aliphatic radical containing up to 25 carbon atoms, with the proviso that when R' is hydrogen R" may also be an aryl radical of up to 10 carbon atoms and selected from the group consisting of phenyl, phenalkyl, naphthyl, and pyridyl; and R' and R", when take together with the nitrogen atom to which they are attached, represent a cyclic or heterocylic group of up to 25 carbon atoms; and

acyclic tertiary and secondary carboxamides of the formula:

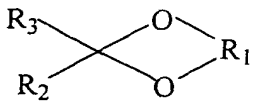


where R' and R", when taken separately, are each hydrogen, C_1-C_5 alkyl or C_1-C_8 hydroxylalkyl and provide a total of no more than 8 carbon atoms, with the proviso that when R' is hydrogen R" may also be

alkylcarboxyalkyl of up to 6 carbon atoms; R' and R", when taken together, represent an alkylene group of up to 6 carbon atoms, the opposite ends of which group are attached to the amide nitrogen atom thereby to a form a nitrogen heterocycle, the carbon chain of which may optionally be interrupted by oxygen; R_1 is hydrogen or C_1-C_5 alkyl; and R_2 and R_3 are each C_1-C_5 alkyl; with the provisos that (i) R_1, R_2 and R_3 together provide a total of at least 5 carbon atoms; and (ii) when R_1 is hydrogen, R_2 is C_2-C_5 alkyl and R_3 is C_2-C_5 alkyl and at least one of R_2 and R_3 is branched and mixtures thereof.

13. The method of claim 11 wherein:

said ketal is selected from the group consisting of,



in which R_1 represents a C_2-C_6 alkylene radical having at least 1, but not more than 3, hydroxyl group(s), and either R_2 and R_3 independently of one another represent C_1-C_{10}-alkyl which is optionally substituted by 1 to 3 radicals selected from the group consisting of hydroxyl, amino, halogen, C_5-C_7-cycloalkyl, C_6-C_{12}-aryl, with the proviso that the total of the C atoms of R_2 and R_3 is not less than 3, or R_2 and R_3 together represent an alkylene radical which, together with the carbon atom which carries the radicals R_2 and R_3, forms a 5-7 membered ring, optionally substituted by C_1-C_6-alkyl groups.

14. A method of decreasing the drowsiness of an individual, comprising the steps of:

removing a towelette from a dispenser, said towelette being impregnated with an ammonia containing substance; and

contacting skin of said individual with said towelette so that an amount of said ammonia containing substance effective to decrease said drowsiness of said individual is transferred from said towelette to said skin of said individual.

15. The method of claim 14, further comprising the steps of:

vaporizing a quantity of ammonia from said ammonia containing substance transferred from said towelette to said skin of said individual so as to create ammonia vapors; and

said individual breathing in an amount of said ammonia vapors of said ammonia containing substance effective to decrease said drowsiness of said individual.

16. The method of claim 14, wherein:

said skin is located on a facial area of said individual.

17. The method of claim 14, wherein:

said dispenser includes a casing which defines a cavity, and

said cavity contains a number of said towelettes.

18. The method of claim 14, wherein:

said ammonia containing substance is dispersed in a pharmaceutically acceptable carrier.

19. The method of claim 18, wherein:

said ammonia containing substance is an aqueous solution of ammonia or ammonia carbonate.

20. The method of claim 19, wherein:

a mixture of said aqueous solution of ammonia and said pharmaceutically acceptable carrier contains about 0.25 % to about 5.0 % ammonia.

21. The method of claim 19, wherein:

a mixture of said ammonia carbonate and said pharmaceutically acceptable carrier contains about 0.25 % to about 5.0 % ammonia carbonate.

22. An apparatus for contacting the skin of an individual so as to decrease the drowsiness of said individual, comprising:

a towelette impregnated with a stimulating organic substance, wherein said stimulating organic substance is present on said towelette in an amount such that a quantity of said stimulating organic substance effective to decrease said drowsiness of said individual is transferred from said towelette to said skin of said individual when said towelette is placed in contact with said skin of said individual.

23. The apparatus of claim 22, further comprising:

a dispenser which includes a casing that defines a cavity, wherein said cavity contains a number of said towelettes.

24. The apparatus of claim 22, wherein:

said stimulating organic substance is dispersed in a pharmaceutically acceptable carrier.

25. The apparatus of claim 24, wherein:

said stimulating organic substance includes a material selected from the group consisting of camphor, methyl salicylate, and menthol.

26. The apparatus of claim 25, wherein:

a mixture of said stimulating organic substance and said pharmaceutically acceptable carrier contains about 0.01 % to about 11% camphor.

27. The apparatus of claim 25, wherein:

a mixture of said stimulating organic substance and said pharmaceutically acceptable carrier contains about 15% to about 30% methyl salicylate.

28. The apparatus of claim 25, wherein:

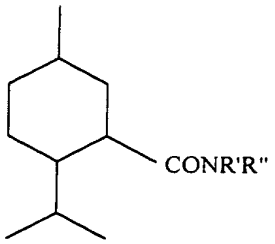
a mixture of said stimulating organic substance and said pharmaceutically acceptable carrier contains about 1.0% to about 3.0% menthol.

29. The apparatus of claim 22, wherein:

said stimulating organic substance includes a material selected from the group consisting of monomenthyl succinate, alkali metal salts of monomenthyl succinate, alkaline earth metal salts of monomenthyl succinate, carboxamides, and ketals.

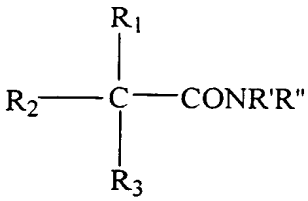
30. The apparatus of claim 29, wherein:

said carboxamide is selected from the group consisting of,



where R', when taken separately, is hydrogen or an aliphatic radical containing up to 25 carbon atoms; R" when taken separately is hydroxy, or an aliphatic radical containing up to 25 carbon atoms, with the proviso that when R' is hydrogen R" may also be an aryl radical of up to 10 carbon atoms and selected from the group consisting of phenyl, phenalkyl, naphthyl, and pyridyl; and R' and R", when take together with the nitrogen atom to which they are attached, represent a cyclic or heterocylic group of up to 25 carbon atoms; and

acyclic tertiary and secondary carboxamides of the formula:

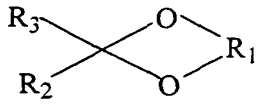


where R' and R", when taken separately, are each hydrogen, C_1-C_5 alkyl or C_1-C_8 hydroxylalkyl and provide a total of no more than 8 carbon atoms, with the proviso that when R' is hydrogen R" may also be

alkylcarboxyalkyl of up to 6 carbon atoms; R' and R", when taken together, represent an alkylene group of up to 6 carbon atoms, the opposite ends of which group are attached to the amide nitrogen atom thereby to a form a nitrogen heterocycle, the carbon chain of which may optionally be interrupted by oxygen; R_1 is hydrogen or C_1-C_5 alkyl; and R_2 and R_3 are each C_1-C_5 alkyl; with the provisos that (i) R_1, R_2 and R_3 together provide a total of at least 5 carbon atoms; and (ii) when R_1 is hydrogen, R_2 is C_2-C_5 alkyl and R_3 is C_2-C_5 alkyl and at least one of R_2 and R_3 is branched and mixtures thereof.

31. The apparatus of claim 29 wherein:

said ketal is selected from the group consisting of,



in which R_1 represents a C_2-C_6 alkylene radical having at least 1, but not more than 3, hydroxyl group(s), and either R_2 and R_3 independently of one another represent C_1-C_{10}-alkyl which is optionally substituted by 1 to 3 radicals selected from the group consisting of hydroxyl, amino, halogen, C_5-C_7-cycloalkyl, C_6-C_{12}-aryl, with the proviso that the total of the C atoms of R_2 and R_3 is not less than 3, or R_2 and R_3 together represent an alkylene radical which, together with the carbon atom which carries the radicals R_2 and R_3, forms a 5-7 membered ring, optionally substituted by C_1-C_6-alkyl groups.